ARCHIE SERIES
BIG ETHEL! HAS ANYONE SEEN BIG ETHEL? I CAN'T FIND HER ANYWHERE! I MISS HER!
APPROVED BY THE COMICS CODE AUTHORITY
15¢
AUG.
NO 183
Jughead
MAC
I FINALLY FIGURED OUT THE PERFECT WAY TO WAKE UP JUGHEAD!
DING-A-LING!
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OLYMPIC SALES CLUB, INC., DEPT. 70AC6, ENFIELD, CONNECTICUT 06082

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Jughead
THE CATERED AFFAIR
WHEN I GOT DOWN TO THE NITTY GRITTY, JUG, I HAD NO CHOICE! MY ALLOWANCE IS LIKE FROM NOWHERE WITH THIS HIGH COST OF LIVING! --- IT WAS WORK OR DROP OUT OF EVERYTHING!
YUCH!... WORK! WHAT KIND OF A MISERABLE JOB DID YOU GET?
I GOT A JOB WITH A CATERING OUTFIT
I DELIVER FOOD!
GRISWOLD CATERERS
GROOVY, MAN! I THOUGHT YOU MEANT "WORK!"
WHAT CAN I DO TO HELP?

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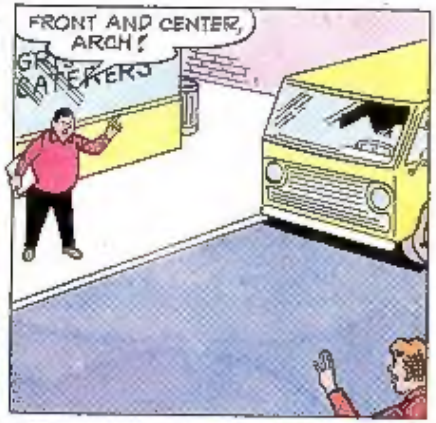

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SOB! IT'S TO VERONICA'S HOUSE! SHE MUST BE HAVING A PARTY FOR ALL HER SNOOTY FRIENDS! I'M NOT GONNA LET HER SEE ME LOOKING LIKE ONE OF THE HIRED HELP!
RELAX, ARCH! YOU'RE IN GOOD HANDS WITH JUG!

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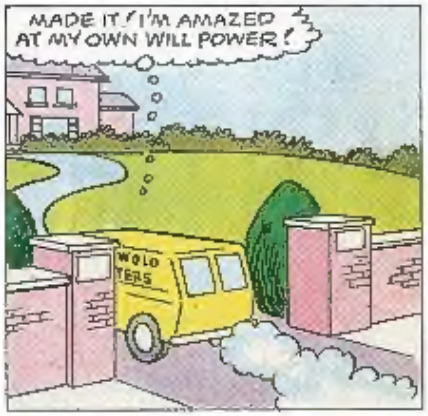

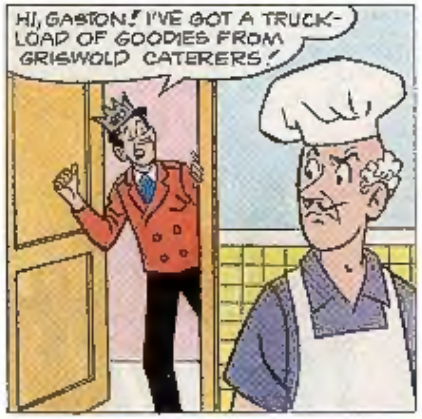

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SMACK! NO DOUBT ABOUT IT... SMACK!.. YOURS ARE MUCH BETTER! HOW ABOUT THOSE THINGS?
HAH! WATCH! FIRST I SEE WHAT ZEY ARE! ZEN I IMPROVE ON ZEM!

TM & © 2008 ARCHIE

I HOPE EVERYBODY'S FAMISHED! I GOT THE FOOD FROM A MARVELOUS NEW CATERER!
IT SHOULD BE ABOUT READY TO SERVE! I'LL JUST HAVE IT BROUGHT OUT, AND...
EEP! GASTON! THE FOOD! WHERE IS IT?
NEXT DAY
ER..ARCH! I'M SORRY!
THAT I'M FIRED? FORGET IT!
WHEN I THINK OF ALL THOSE STARVING SNOBS..CHUCKLE-- THE BEAUTIFUL JOB YOU DID OF RUINING THAT PARTY!
IT WAS WELL WORTH IT!
END

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JUGHEAD NO. 183 AUG. MEMBERSHIP – TWENTY-FIVE CENTS

FIRST PRIZE — $5.00

REPORTER
MARGARET KRASILOVSKY
1177 Hardscrabble Road
Chappaqua, New York 10514

Dear Archie,

This winter was the first time that I went away for Christmas. We went to an island called Haiti. I was so excited to be spending the winter in warm weather, lying on the hot sands of a beach. When we left we had to wear our heavy coats and sweaters to the airport because it was so cold. When we finally reached the Haitian airport, we were so hot and had to wait in the stuffy airport for our baggage for about a half an hour because ours was the last to come. As soon as we got our baggage we took a taxi to our beautiful hotel in Porto Prince. When we arrived we jumped into the swimming pool even though by that time it was already night.

Our hotel was so beautifully decorated with white ginger bread decorations. There were palm, mangoe, pea pod, and some occasional banana trees surrounding it.

The first morning we spent catching lizards. They were such lovely ones. One of them was bright green with a beautiful blue tail. They were so fast though and we never got anywhere until a Haitian boy named Joseph, came to help us. He caught them by slapping his hand over down on top of them. He caught so many of them but we found that he wanted a 5 cent tip for catching them. After he left, we let all but two go. I learned my lesson. I would never catch another lizard. After that I stuck to chasing pigs, chickens, roosters, sheep and baby goats which were always walking around the hotel.

We went to a market in Haiti once in a cab for only ten cents. We learned that many of the Haitians do not have much money and that they work very hard for a living. I bought a necklace that came down to my feet from a lady and then all the other ladies were bargaining with me to buy theirs. I also bought a lovely little silver whistle that looks like an upside down pipe. When you put it into the water it makes a sound like a bird.

We went to a recital for a voodoo ceremony and saw some beautiful dances made up of many, many muscle movements, including the shoulders.

We had great fun there and I hope that we go there again.

SECOND PRIZE — $2.00

REPORTER
COLLEEN ANDERSON
Fairfax, Minn. 55332

Dear Archie,

Have you ever been on a trampoline? If you haven't been, I think you have missed some fun. Our school bought a trampoline this year, and if you read on, I'm going to tell you a little bit about it, O.K.?

Our Phys. Ed. teacher taught us a lot about trampolines. Getting on, stopping, and just keeping your balance—things like that. Then we learned different jumps. We had to start from the very beginning because most of us had never been on a trampoline before.

Quite a few of the jumps are similar to those you do on the floor, like eagle spreads, stag leaps, flips, etc. I think these are much easier to do on a trampoline than on the floor. Some of the other jumps are swivel hips, seat, back and front drops, four point—these are fun too. Some jumps are easy, some are hard, but it's all a lot of fun.

After we had learned some different jumps, our G.A.A. club started a trampoline and tumbling group. We performed during half-time of a few basketball games. That's scary, but fun.

Trampoline makes me feel sort of light and airy. Just jumping real high and forgetting everything else! I feel like jumping forever, then you get off and you're all dizzy and out of breath. It doesn't seem like it would take that much work to jump on a trampoline.

Maybe this letter hasn't convinced you that a trampoline is fun, because I'm not much of a writer. Why don't you go try one for yourself! Maybe you'll like it!

THIRD PRIZE — $2.00

REPORTER
IRIS RIECHOW
7426 Moodie Crescent
Malton, Ontario

Dear Archie,

I would like to tell you about my budgie. When I had my eighth birthday I got him for a present. He is 5 years old. His name is Peter and he is blue, white and grey. We keep him in the TV room downstairs. He can talk; he says Pretty Pretty Peter, Pretty Pretty baby. He likes his cage. He plays the most with his mirror, because he thinks he sees another bird in it. We let him out of his cage and when he goes on top of it he hops all around. When I come home for lunch or after school, the first thing he does is fly on my shoulder. When we eat something downstairs he comes flying on your head, or shoulder. One time when I had supper I went upstairs and who was there behind me–Peter. I have a 6-month-old baby sister. Peter is really jealous of her. Once he flew on her forehead and was going to peck her. I think that birds are very nice, smart animals.

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OFFICIAL MINIATURE

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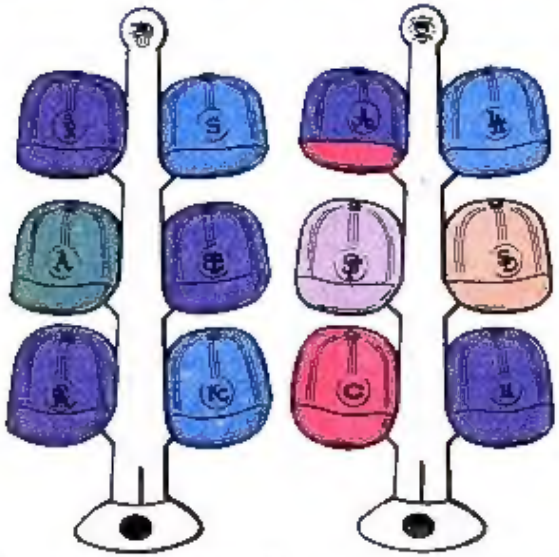

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Jughead
The Bird Watcher
HEY! ISN'T THAT JUGHEAD GOING INTO MIDGE'S HOUSE? BIG OL' MOOSE WILL SPREAD HIM ALL OVER THE YARD!
NO CHANCE! EVEN BIG MOOSE ISN'T JEALOUS OF JUG!
HEY, JUG! WHY ARE YOU GOING INTO MIDGE'S HOUSE?
BIG MOOSE IS GONNA BE OUT OF TOWN FOR AWHILE!

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(SIGH) THAT'S ALL HE DOES! I'LL GET THE BANANAS ON THE WAY HOME!
BANANA CREAM PIE! I CAN'T WAIT TO GO TO WORK!
WHAT A WASTE! WHAT A WASTE OF A BEAUTIFUL BIRD!

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THAT NIGHT
COME ON, JUG! WHILE YOU'RE FEEDING YOUR FACE IN THE KITCHEN, YOU WON'T HAVE TO KNOW I'M IN THE LIVING ROOM WITH MIDGE!
DUTY, MAN! WHEN I'M PAID TO DO MY DUTY, MY DUTY GETS DONE!
THAT CREEP! OPPORTUNITY RAPPING ALL OVER MY DOOR AND HE'S GOT IT LOCKED!
JUG IS AN HONORABLE MAN!
AND ANOTHER NIGHT ROLLS BY...
SOMEBODY OUGHT TO LET THAT BIRD OUT OF HER CAGE!
ARE YOU VOLUNTEERING?
EAT! THAT'S ALL HE DOES, IS STUFF HIMSELF! I KNOW MIDGE WOULD LIKE A LITTLE SOFT LIGHTS AND MUSIC!
SO DOES BIG MOOSE! THAT'S WHY HE HIRED JUGHEAD!
4

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NIGHT AGAIN...
IT'S ALL YOURS IF YOU DON'T GO INTO MIDGE'S HOUSE!
IT'S A DEAL!
I'M ASHAMED OF YOU! YOU SOLD OUT!
NOT AT ALL!
YOU TOOK HIS MONEY AND LEFT POOR MIDGE AT THE MERCY OF THAT WOLF!
OH... I THINK MIDGE WILL BE SAFE ENOUGH!
POW
BIG MOOSE GOT BACK THIS AFTERNOON!
END

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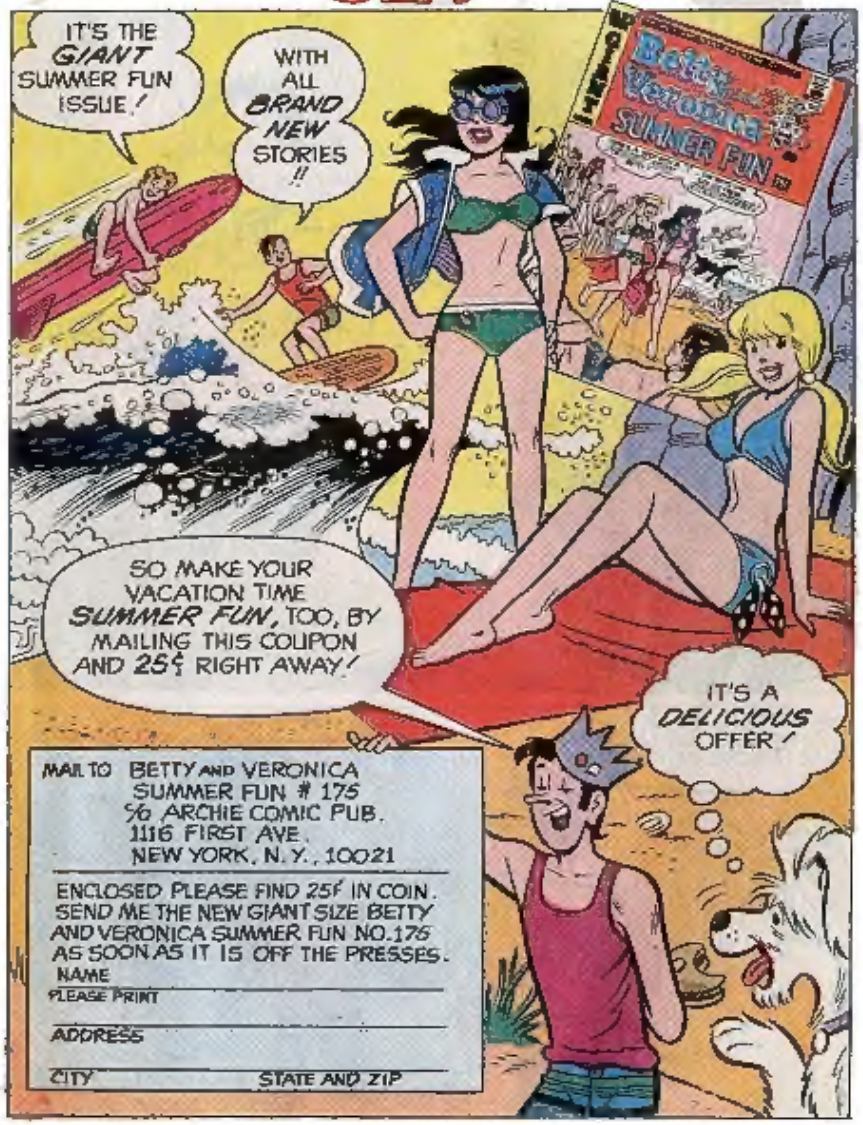
IT'S A SHORE FUN COMIC BOOK SO WHY NOT SEA FOR YOURSELF!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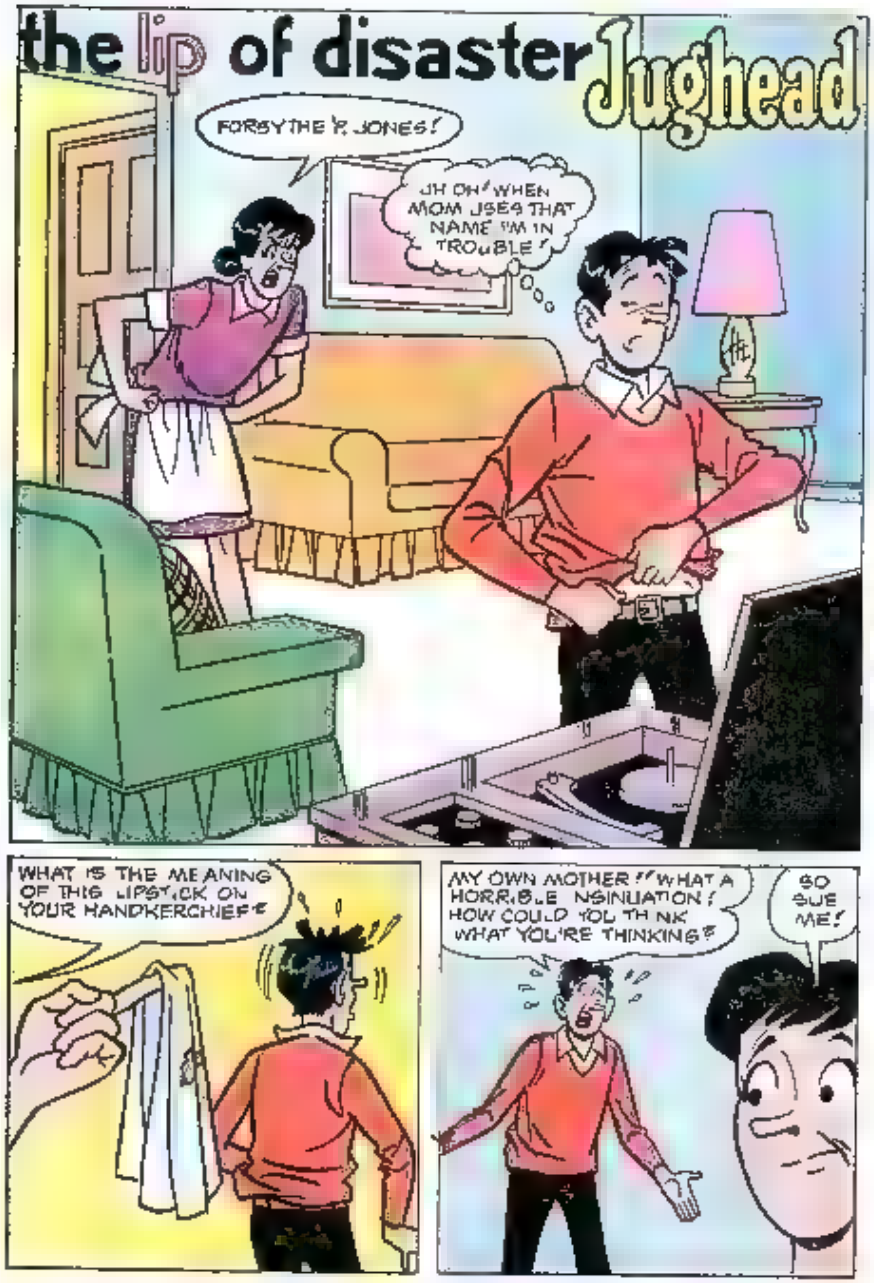
the lip of disaster
Jughead
FORSYTHE P. JONES!
UH OH! WHEN MOM USES THAT NAME I'M IN TROUBLE!
WHAT IS THE MEANING OF THIS LIPSTICK ON YOUR HANDKERCHIEF?
MY OWN MOTHER?! WHAT A HORRIBLE INSINUATION! HOW COULD YOU THINK WHAT YOU'RE THINKING?
SO SUE ME!

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ARCHIE BORROWED THAT FROM ME LAST NIGHT! THAT AWFUL STUFF MUST HAVE COME FROM HIM BY WAY OF VERONICA!
WELL HOW WAS I TO KNOW?
SON!
YES, MOM?
REMEMBER! NO MORE LIPSTICK ON YOUR HANDKERCHIEFS!
HEY! THE SECRET'S OUT!
YOU'VE GOT TO WATCH THOSE QUIET ONES!
MY OWN MOTHER! I'LL NEVER LIVE IT DOWN!
JUGGIE HOLD THIS FOR ME FOR A MINUTE WILL YOU?
ALL THOSE YEARS OF BUILDING A GOOD REPUTATION!

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HEY! AREN'T YOU THE SNEAKY ONE! WHAT'S THIS I HEAR ABOUT YOU?
NOW CUT IT OUT, REGGIE!
LISTEN. YOU SPREAD ANY UGLY LIES ABOUT ME, AND
URK! IT'S NOT MINE! IT'S RONNIE'S!
MEANWHILE...
RONNIE MAY I BORROW THAT NEW LIPSTICK OF YOURS?
WHAT FOR?
I JUST WANT TO SEE HOW THAT SHADE LOOKS ON ME!
THAT'S LIKE SENDING AMMUNITION TO THE ENEMY!

TM & © 2008 ARCHIE

I'M SO SORRY DARLING! I DIDN'T BRING IT WITH ME TODAY!
OH THAT'S A SHAME!
VERONICA! TELL HIM! PLEASE TELL HIM!
TELL HIM WHAT?
TELL HIM THAT THIS IS YOUR LIPSTICK! PLEASE! MY REPUTATION IS AT STAKE!
I'M SORRY ABOUT YOUR REPUTATION, JUGGIE! BUT I NEVER SAW THAT BEFORE IN MY LIFE!
HA HA! WHAT'S WITH THE "WOMAN HATER" ANYWAYS? CARRYING LITTLE GOODIES FOR MAKING TIME WITH THE BIRDS EH BUDDY?
I TELL YA, I'M INNOCENT!
WOULD I LIE TO YOU? THAT'S NOT MINE!

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JUGHEAD... A LADIES MAN? WELL I CAN'T FIGURE IT!
BUT THAT'S NOT IMPORTANT NOW!
WHAT IS IMPORTANT JUGGIE! WAIT!
MAY I BORROW YOUR PSTICK FOR A MINUTE?
Oooo, you
NO KIDDIN' BOY! WHY ARE YOU RUNNING AWAY FROM HOME?
CITY LIMIT
I REFUSE TO ANSWER ON THE GROUNDS IT MIGHT TEND TO INCR M NATE ME!
ING
?
END

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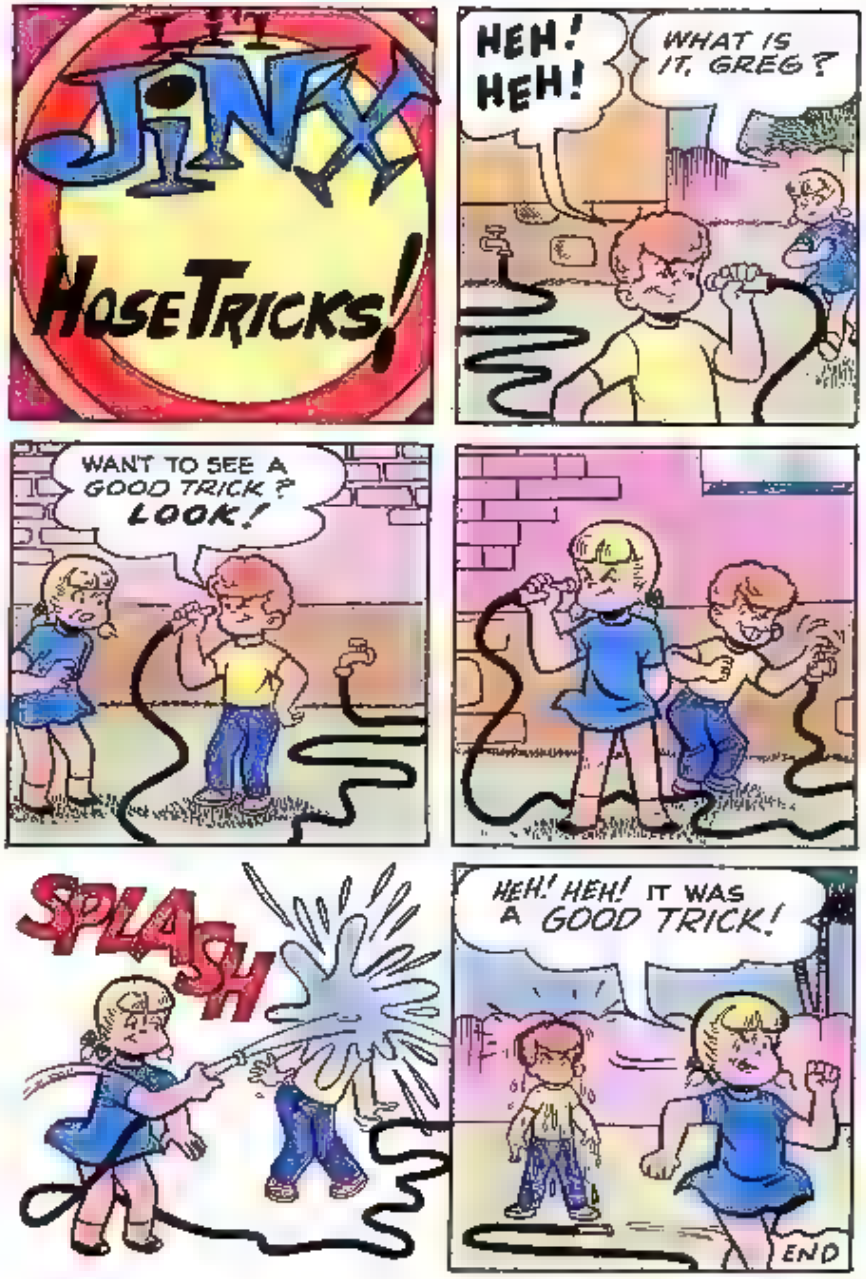

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Our Guarantee
HERE IS WHAT THESE DOLLS ARE MADE OF

Read it carefully and see for yourself how these dolls are made of the finest vinylite plastic and hard synthetic rubber. Scientifically perfected and manufactured by the latest methods. Guaranteed to be the finest dolls ever made. Guaranteed to last for years and years. Guaranteed to be safe for children. Guaranteed to be the most beautiful dolls ever made. Guaranteed to be the most durable dolls ever made. Guaranteed to be the most realistic dolls ever made. Guaranteed to be the most lifelike dolls ever made. Guaranteed to be the most perfect dolls ever made. Guaranteed to be the most wonderful dolls ever made. Guaranteed to be the most marvelous dolls ever made. Guaranteed to be the most fantastic dolls ever made. Guaranteed to be the most incredible dolls ever made. Guaranteed to be the most unbelievable dolls ever made. Guaranteed to be the most astonishing dolls ever made. Guaranteed to be the most amazing dolls ever made. Guaranteed to be the most extraordinary dolls ever made. Guaranteed to be the most remarkable dolls ever made. Guaranteed to be the most phenomenal dolls ever made. Guaranteed to be the most spectacular dolls ever made. Guaranteed to be the most sensational dolls ever made. Guaranteed to be the most thrilling dolls ever made. Guaranteed to be the most exciting dolls ever made. Guaranteed to be the most delightful dolls ever made. Guaranteed to be the most charming dolls ever made. Guaranteed to be the most enchanting dolls ever made. Guaranteed to be the most bewitching dolls ever made. Guaranteed to be the most captivating dolls ever made. Guaranteed to be the most fascinating dolls ever made. Guaranteed to be the most irresistible dolls ever made. Guaranteed to be the most adorable dolls ever made. Guaranteed to be the most lovable dolls ever made. Guaranteed to be the most huggable dolls ever made. Guaranteed to be the most kissable dolls ever made. Guaranteed to be the most cuddly dolls ever made. Guaranteed to be the most snuggly dolls ever made. Guaranteed to be the most cozy dolls ever made. Guaranteed to be the most comfy dolls ever made. Guaranteed to be the most soothing dolls ever made. Guaranteed to be the most relaxing dolls ever made. Guaranteed to be the most peaceful dolls ever made. Guaranteed to be the most serene dolls ever made. Guaranteed to be the most tranquil dolls ever made. Guaranteed to be the most calm dolls ever made. Guaranteed to be the most quiet dolls ever made. Guaranteed to be the most silent dolls ever made. Guaranteed to be the most still dolls ever made. Guaranteed to be the most motionless dolls ever made. Guaranteed to be the most inanimate dolls ever made. Guaranteed to be the most lifeless dolls ever made. Guaranteed to be the most dead dolls ever made.

MAIL COUPON TODAY!

THE 100 DOLL CO. Dept. 153
180 Ampersand St. East Orange, N.J. 07018

Gentlemen:

I can't wait to see if these dolls are all you say they are. Enclosed please find $_____ in ☐ check ☐ money order ☐ cash ☐ C.O.D. for _____ set of 100 dolls each at $1 plus 25c for postage and handling per set. If I am disappointed in the slightest, will send them back to you for refund as per your guarantee.

(Sorry, no C.O.D.'s)

Name _____

Address _____

City _____ Zone _____ State _____

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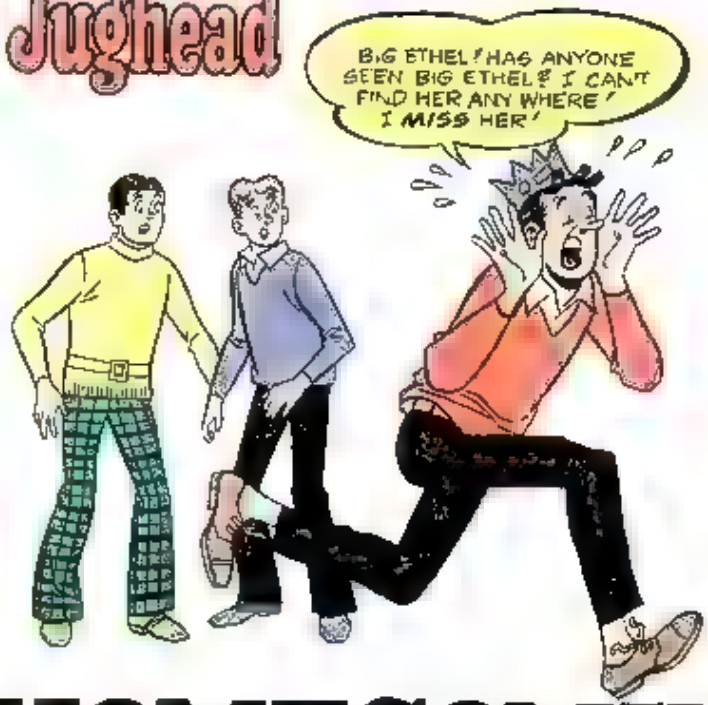
Jughead



HOMECOMING

ARCHIE SERIES

ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!

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HE'S UP TO SOME TRICKERY! JUG DOESN'T STICK HIS HEAD IN NOOSES LIKE THAT! I'M GONNA SEE WHAT HE'S UP TO!
A GUY DOESN'T HATE WOMEN ONE DAY AND GO LOOKING FOR THEM THE NEXT!
THERE'S NOTHING EITHER BRAVE OR FOOLHARDY ABOUT JUG!
HE'S GOT A GOOD REASON FOR WANTING US TO THINK HE WANTS BIG ETHEL!
FIRST I'LL CHECK HER HOUSE AND MAKE SURE SHE'S NOT HOME!
OH? SHE'S REALLY OUT OF TOWN?
SHE LEFT YESTERDAY!
SHE AND MISS SPRINT, THE COACH OF THE GIRLS TRACK TEAM! THEY'LL BE GONE THREE DAYS!
I KNEW IT!
2

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OH, IF SHE CALLS HOME WILL YOU TELL HER I'VE GOT TO GET IN TOUCH WITH HER!
THAT PHONY! PRETENDING TO BE LOVE SICK FOR BIG ETHEL!
HE KNEW SHE WAS OUT OF TOWN! HE WAS DARN SURE HE WOULDN'T RUN INTO HER!
WELL I'M GONNA GET HER BACK! I'LL FIX HIS WAGON!
COACH SPRINT
YES, REGGIE! ETHEL AND THE COACH WENT TO CARTERVILLE!
DO YOU HAVE A PHONE NUMBER WHERE I CAN GET IN TOUCH WITH HER?
NO! ETHEL WAS GOING TO POP OVER TO WESTOWN TO VISIT A COUSIN TODAY!
A COUSIN! WESTOWN!
5

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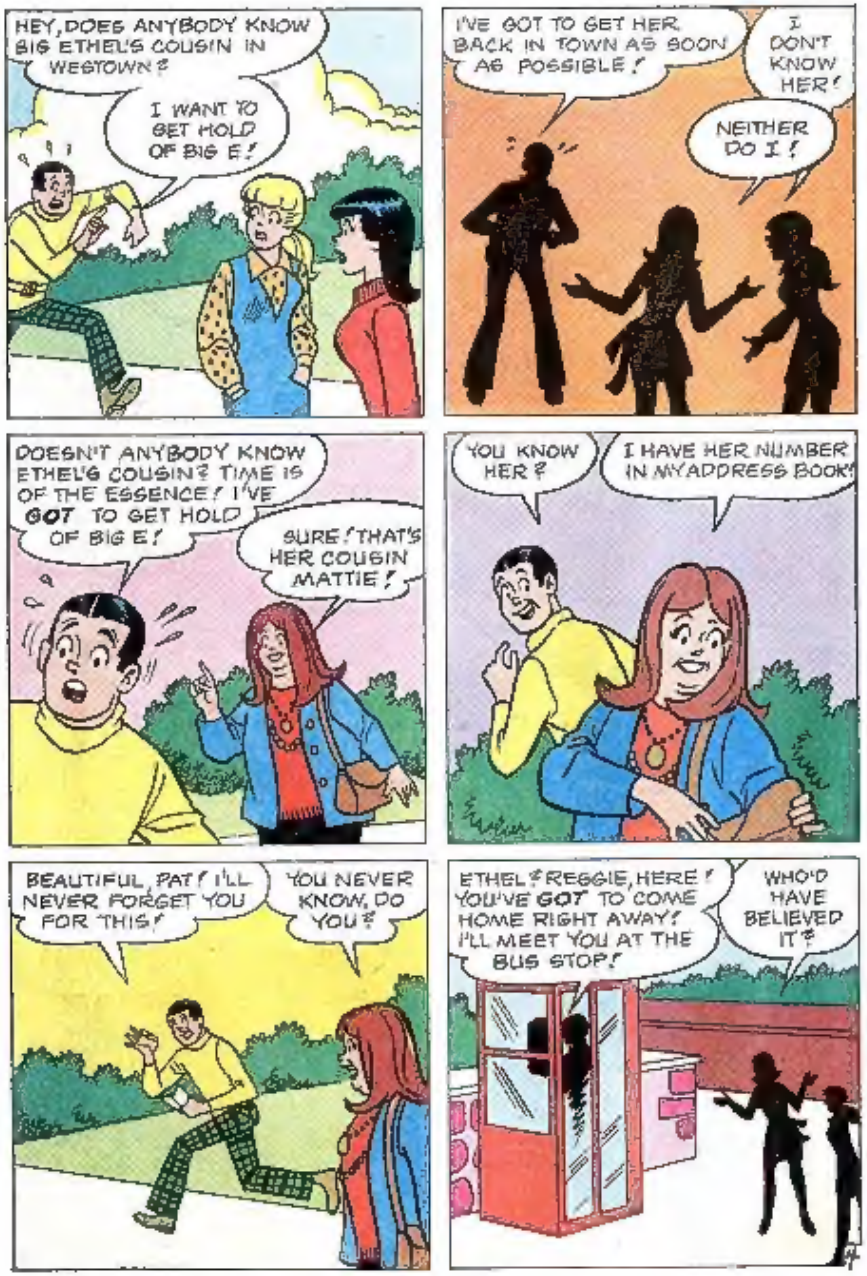
HEY, DOES ANYBODY KNOW BIG ETHEL'S COUSIN IN WESTOWN?
I WANT TO GET HOLD OF BIG E!
I'VE GOT TO GET HER BACK IN TOWN AS SOON AS POSSIBLE!
I DON'T KNOW HER!
NEITHER DO I!
DOESN'T ANYBODY KNOW ETHEL'S COUSIN? TIME IS OF THE ESSENCE! I'VE GOT TO GET HOLD OF BIG E!
SURE! THAT'S HER COUSIN MATTIE!
YOU KNOW HER?
I HAVE HER NUMBER IN MY ADDRESS BOOK!
BEAUTIFUL, PAT! I'LL NEVER FORGET YOU FOR THIS!
YOU NEVER KNOW, DO YOU?
ETHEL? REGGIE, HERE! YOU'VE GOT TO COME HOME RIGHT AWAY! I'LL MEET YOU AT THE BUS STOP!
WHO'D HAVE BELIEVED IT?

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TWO HOURS LATER:
HO, HO! WAIT TILL THAT FOURFLUSHER JUGHEAD SEES WHAT I'VE GOT FOR HIM!
RIVER
DARLING
?
MOM CALLED! SIX OF MY FRIENDS CALLED! EVERYONE TOLD ME HOW FRANTIC YOU WERE THAT I WAS OUT OF TOWN!
LOVER, YOU NEVER HINTED THAT YOU FELT THAT WAY ABOUT ME! YOU SHY, SHY BOY!
OH, YOU SNEAKY CHARACTER! YOU HAD THIS WHOLE THING PLANNED FROM THE START!
YOU MEAN HE REALLY DOESN'T LOVE HER?
END

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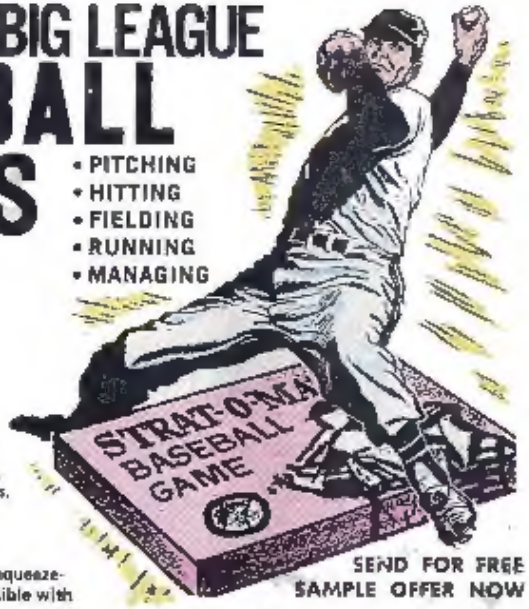
PLAY 1970 BIG LEAGUE BASEBALL GAMES

- PITCHING
- HITTING
- FIELDING
- RUNNING
- MANAGING



SEND FOR FREE SAMPLE OFFER NOW

Easy to play, real thrilling, exciting baseball with STRAT-O-MATIC. 480 big league players perform according to their actual abilities and your managerial decisions. You, the manager, call all strategy moves for all major league teams.

You, the manager, not only decide lineups, insert pinch-hitters, pinch-runners, and relief pitchers, play your infield "in or deep," and make defensive changes at any time, but also call for the sacrifice, steal, hit-and-run, and squeeze-play. All strategy moves are possible with STRAT-O-MATIC.

You have real control over all 480 major league players — who actually hit, pitch, field, and run according to their baseball abilities.

Each player has truly individual qualities. He slumps and goes into hot streaks, performs heroics and commits errors. With STRAT-O-MATIC all qualities of a ballplayer are realistic.

For example, in batting Reggie Jackson will be among the leaders in both home runs and strikeouts. Matty Alou will be among your batting average leaders, but will hit fewer home runs than the average ballplayer.

In pitching, Fergie Jenkins will display good control, be difficult to hit, but will yield more "gopher balls" than most major league pitchers.

In fielding, Curt Flood will make catches which other outfielders would fail to make. Brooks Robinson will make fewer errors and take away more would-be base hits than other third baseman. In base running, and stealing also, all players will perform realistically.

The above are just some of STRAT-O-MATIC's highlights. For the entire story, mail coupon for a colorful FREE BROCHURE containing full detailed information and FREE STRAT-O-MATIC SAMPLES. Don't delay. Write today!

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to hundreds of Big League ball games.
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Springfield, Mass. 01101

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Enroll me as a member. Rush FREE Membership Card, Christmas Card Album, Prize Catalog and full details on how to earn prizes at once!

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Address _____

City _____ State _____ Zip _____

JOIN THE CLUB SALES LEADERSHIP

Win Great Prizes or Cash in a Flash

SELL PERSONALIZED CHRISTMAS CARDS FROM FREE ALBUM

EXTRA BONUS Free Gifts For Re-Orders!

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- FREE ALBUM of Actual Christmas Cards — Yours to Keep!
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- NO BOOKS TO CARRY OR RETURN!
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"SORRY" TERRIER RADIO Sell Only 6 Boxes
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DO YOU NEED EXTRA MONEY?

It costs you nothing to try

$100.00 IS YOURS

for selling only 100 boxes of our new Radiant Splendor Christmas Card assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards.

Cut out entire Business Reply Coupon below—mail it today —and we will send you immediately leading boxes on approval—FREE Catalog of money-making Greeting Cards and Gifts—plus FREE samples of personalized Christmas Cards. No experience necessary.

NEW! RADIANT SPLENDOR CHRISTMAS ASSORTMENT 20 new deluxe cards (actually different

NEW! SPARKLING PETS ALL OCCASION ASSORTMENT

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PARENTS' MAGAZINE

IT COSTS YOU NOTHING TO TRY

Last year some folks made only $25 to $50 while others made $150–$250–$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW

FREE SAMPLES PERSONALIZED CHRISTMAS CARDS and FREE 80-PAGE FULL COLOR CATALOG OF OUR ENTIRE CARD AND GIFT LINE

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I want to make extra money. Please rush me immediately leading boxes on approval for 30 day free trial plus FREE samples of personalized Christmas cards, FREE 80-page Full Color Catalog of money-making Gifts and Cards and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

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If writing for an organization, give its name here _____

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